

# Marston Sicca Parish Council

[www.marstonsicca-pc.gov.uk](http://www.marstonsicca-pc.gov.uk)

Email: [clerk@marstonsicca-pc.gov.uk](mailto:clerk@marstonsicca-pc.gov.uk)

## SOCIAL MEDIA POLICY

### 1. Introduction

Marston Sicca Parish Council is committed to the provision of accurate information in respect of its functions, decisions, and actions. We ensure all relevant data is posted on our website, but recognise the changes in how people communicate.

The use of digital and social media and electronic communication provides a way for the Parish Council to interact in a way that improves the communications both within the Council and between the Council and the residents, businesses, and agencies it works with and serves.

This policy that covers the collective method of publishing Council information sits alongside relevant existing policies and the Code of Conduct which need to be taken into consideration. Social networking sites include (but not limited to):

- Facebook, Myspace, and other social networking sites
- WhatsApp, Tik Tok
- Twitter
- Youtube and other video clips and podcast sites.

### 2. Guidelines

Councillors should not use their own personal social media accounts when posting or commenting on post with regards to Parish Council business or anything that may be construed as such.

Social Media will be used for:

- Engagement with individuals and communities for the promotion of Council based services, decisions, and actions.
- Supporting local democracy
- Distribute in whole or part information from council notices, agendas, approved minutes, and dates of meetings.
- Information specifically agreed to be communicated via social media at Council meetings.
- Advertising events and activities that Marston Sicca Parish Council has organised or co-organised, or supports as being beneficial for the community.

- Share good news stories or highlight actions taken by the council that benefit the community.
- Announcing new information relevant to people living in the parish Marston Sicca Parish Council including questionnaires and responses.
- Providing and exchanging information about local services and events.
- Support community cohesion, neighbourliness, and resilience.
- Gathering local resident's insights
- Promoting cultural events or tourism in the area
- Advertising vacancies
- New items including any potential extracts from police reports
- Link to Parish Council website.
- **The Council's facebook will be steered by council staff**

### 3.Code of Practice

All social media sites in use should be checked and updated on a regular basis and ensure that the security settings are in place.

When participating in any online communication, to be mindful of:

- As a Parish Council, we have a professional image to uphold and how we conduct ourselves online may impact this image.
- Be responsible and respectful; be direct, informative, brief, and transparent. Always disclose your identity and affiliation to the Parish Council.
- Not contain content that is knowingly unlawful, libellous, harassing, defamatory, abusive, threatening, harmful, obscene, profane, sexually orientated or racially offensive.
- Not contain any personal information
- No political advertising-
- Do not forward personal information on to other people or groups outside the Council, this includes names, addresses and email addresses.

The site will not be monitored 24/7 and it is not always possible to reply individually to all messages or comments received. However, we will endeavour to ensure that any emerging themes or helpful suggestions are passed to the relevant people or authorities. Participants are asked to exclude any personal or private information in social media posts to the Parish Council.

This policy is subject to the Council's various statutory obligations such as those set out in:

- Public Bodies (Admission to Meetings) Act 1960
- Local Government Act 1972 (the holding of parish council meetings)
- Local Government Act 1986 (rules on local authority publicity)
- Freedom of Information Act 2000
- Data Processing Act 1998 and subsequent GDPR
- The Councils Standing Orders

Policy Adopted.....December 2024.